



## SOCIAL MEDIA TIPS

Social Media is a fun and easy way to turn friends, family, colleagues, and neighbors into donors. Think big and use your social media channels to tap into a whole new network of people beyond your immediate contacts. Remember always to tag us so we can share your posts!

### INSTAGRAM

- **Post your Photos:** Document your efforts—your supporters will appreciate a behind-the-scenes look at what you're doing.
- **Link in Bio:** Use the link in your bio to direct followers to your fundraising page or campaign.
- **Engage Followers:** Create interactive content, such as polls, Q&A sessions, and challenges, to keep your audience engaged and invested in your cause.
- **Share Impact Stories:** Post stories and updates about how donations are making a difference to inspire more contributions.
- **Thank Donors Publicly:** Acknowledge and thank donors publicly in your posts and stories to show appreciation and encourage others to donate.
- **Donation Stickers in Stories:** Add donation stickers to your Stories to make it easy for followers to donate directly from their feed.

### @ TAG US

#### Instagram

@HuntsmanCancerEvents  
@HuntsmanCancerInstitute

#### Facebook

@HuntsmanHeroes  
@HuntsmanCancerInstitute

### FACEBOOK

- **Post Frequently:** Engage your followers — be funny, honest, and real. And add photos! Posts with photos perform better.
- **Talk About It:** Use Facebook Live to post about your fundraising efforts. Talk about your goal and your fundraising progress.
- **Share:** Encourage your friends to like and share your posts. The more people see your post, the more donations you will receive.
- **Invite Friends:** Tag your friends and family members in your posts to encourage them to participate, join your team, or support you virtually.
- **Link to your Fundraising Page:** ALWAYS include a link to your personal Huntsman Heroes fundraising page in your posts. This will take your friends right to the source and allow them to donate with just a click.